

EC'd Yes Last Received: 08/29/2012 2:06 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () CROSSROADS MEDIA	Rep Firm
Advertiser () CROSSROADS GPS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
Product Crossroads GPS	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 737	Agency C/P1/P2/E 12/11/737	
Buyer Stephanie Maroney	Flight Dates 09/25/2012 - 10/01/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: CROSSROADS GPS SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$39,850
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	5A-6A	EARLY AM NEWS	:30	\$700.00	09/25-09/25	1	1	1	\$700.00	
	2	W	5A-6A	EARLY AM NEWS	:30	\$700.00	09/26-09/26	1	1	1	\$700.00	
	3	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	09/27-09/27	1	1	1	\$700.00	
	4	F	5A-6A	EARLY AM NEWS	:30	\$700.00	09/28-09/28	1	1	1	\$700.00	
	5	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/01-10/01	1	1	1	\$700.00	
	16	TU	430A-5A	EARLY AM NEWS	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	17	W	430A-5A	EARLY TODAY	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	18	TH	430A-5A	EARLY TODAY	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	21	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
	22	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/29-09/29	1	1	1	\$800.00	
	23	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 737
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/737
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	24	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	25	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
	26	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
	27	W	9A-10A	TODAY SHOW 2	:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
	28	TH	9A-10A	TODAY SHOW 2	:30	\$500.00	09/27-09/27	1	1	1	\$500.00	
	29	F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	30	M	9A-10A	TODAY SHOW 2	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	31	TU	10A-11A	TODAY SHOW 3	:30	\$400.00	09/25-09/25	1	1	1	\$400.00	
	32	W	10A-11A	TODAY SHOW 3	:30	\$400.00	09/26-09/26	1	1	1	\$400.00	
	33	TH	10A-11A	TODAY SHOW 3	:30	\$400.00	09/27-09/27	1	1	1	\$400.00	
	34	F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
	35	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
	36	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	37	W	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	38	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	39	F	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
	40	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	

Rep Order# 6847419 Ver# 1 Status New Traffic Order# Printed: 08/31/2012 8:34 AM 3 of 6

EC'd Yes Last Received: 08/29/2012 2:06 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 737 Agency C/P1/P2/E 12/11/737 Salesperson Phone# 215-567-6005
Buyer Stephanie Maroney Flight Dates 09/25/2012 - 10/01/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	41	TU	12P-1P	NOON NEWS	:30	\$300.00	09/25-09/25	1	1	1	\$300.00	
	42	W	12P-1P	NOON NEWS	:30	\$300.00	09/26-09/26	1	1	1	\$300.00	
	44	F	12P-1P	NOON NEWS	:30	\$300.00	09/28-09/28	1	1	1	\$300.00	
	45	M	12P-1P	NOON NEWS	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
	46	TU	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/25-09/25	1	1	1	\$350.00	
	47	W	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/26-09/26	1	1	1	\$350.00	
	48	TH	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/27-09/27	1	1	1	\$350.00	
	49	F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/28-09/28	1	1	1	\$350.00	
	50	M	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	10/01-10/01	1	1	1	\$350.00	
	51	TU	2P-3P	THE DOCTORS	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	52	W	2P-3P	THE DOCTORS	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	53	TH	2P-3P	THE DOCTORS	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	54	F	2P-3P	THE DOCTORS	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
	55	M	2P-3P	THE DOCTORS	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	56	TU	3P-4P	MAURY POVICH	:30	\$450.00	09/25-09/25	1	1	1	\$450.00	
	57	W	3P-4P	MAURY POVICH	:30	\$450.00	09/26-09/26	1	1	1	\$450.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 737
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/737
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	58	TH	3P-4P	MAURY POVICH	:30	\$450.00	09/27-09/27	1	1	1	\$450.00	
	59	F	3P-4P	MAURY POVICH	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	60	M	3P-4P	MAURY POVICH	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	61	TU	4P-5P	ANDERSON COOPER	:30	\$450.00	09/25-09/25	1	1	1	\$450.00	
	62	W	4P-5P	ANDERSON COOPER	:30	\$450.00	09/26-09/26	1	1	1	\$450.00	
	63	TH	4P-5P	ANDERSON COOPER	:30	\$450.00	09/27-09/27	1	1	1	\$450.00	
	64	F	4P-5P	ANDERSON COOPER	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	65	M	4P-5P	ANDERSON COOPER	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	67	W	5P-530P	5PM NEWS	:30	\$1,800.00	09/26-09/26	1	1	1	\$1,800.00	
	69	F	5P-530P	5PM NEWS	:30	\$1,800.00	09/28-09/28	1	1	1	\$1,800.00	
	71	TU	530P-6P	530PM NEWS	:30	\$1,800.00	09/25-09/25	1	1	1	\$1,800.00	
	73	TH	530P-6P	530PM NEWS	:30	\$1,800.00	09/27-09/27	1	1	1	\$1,800.00	
	75	M	530P-6P	530PM NEWS	:30	\$1,800.00	10/01-10/01	1	1	1	\$1,800.00	
	85	TH	730P-8P	THE INSIDER	:30	\$1,500.00	09/27-09/27	1	1	1	\$1,500.00	
	86	F	730P-8P	THE INSIDER	:30	\$1,500.00	09/28-09/28	1	1	1	\$1,500.00	
	90	TH	11P-1135P	LATE NEWS	:30	\$2,000.00	09/27-09/27	1	1	1	\$2,000.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 737
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/737
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	93	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
	94	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
	95	TH	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/27-09/27	1	1	1	\$500.00	
	96	F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	97	M	1135P-1235A	TJHE TONIGHT SHOW	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	98	W	730P-8P	THE INSIDER	:30	\$1,500.00	09/26-09/26	1	1	1	\$1,500.00	

--REPORT TOTALS--
Report Totals: 66 / \$39,850.00

--SALES MONTHLY TOTALS--

Sep 12: 55 / \$34,000.00 Oct 12: 11 / \$5,850.00
Sales Totals: 66 / \$39,850.00
Station Totals: 66 / \$39,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$142,321	CATV 0%	WAVY 28%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 1%	WVBT 5%	WVEC 24%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Rep Order#	6847419	Ver#	1	Status	New	Traffic Order#	08/31/2012 8:34 AM
EC'd	Yes					Last Received:	08/29/2012 2:06 PM
						Showing Buylines:	All Lines

Printed: 08/31/2012 8:34 AM
Last Received: 08/29/2012 2:06 PM
Showing Buylines: All Lines

Station	WAVY-TV NORFOLK, VA.	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	() CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	737	Agency C/P1/P2/E	12/11/737	Salesperson Phone#	215-567-6005
Buyer	Stephanie Maroney	Flight Dates	09/25/2012 - 10/01/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					
Demos	RA35+				

--- CREDIT RISK ---
CASH IN ADVANCE